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Certified

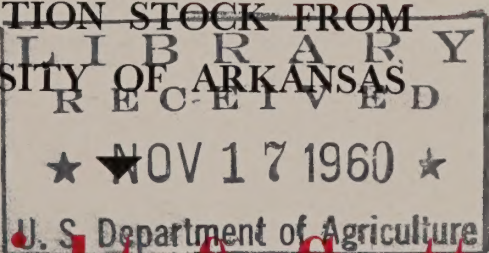
Strawberry Plants

FINEST GROWN ANYWHERE

1960-61 Catalogue



FOUNDATION STOCK FROM
UNIVERSITY OF ARKANSAS



Unverricht & Scott

PHONE 347-2231

Augusta, Arkansas

The Arkansas Strawberry Certification Program

The Arkansas Strawberry Certification Program was started several years ago as a means of producing the finest strawberry plants obtainable. The plants are first produced by the University of Arkansas under very rigid conditions. These plants are then distributed to a limited number of commercial growers in the state. Again the plants are grown under very rigid conditions to assure that they will remain virus free, disease free, free from Red Stele and free from Root Knot Nematode. As a further assurance that the plants meet certain specifications they are inspected by the Arkansas State Plant Board at different times and seasons.

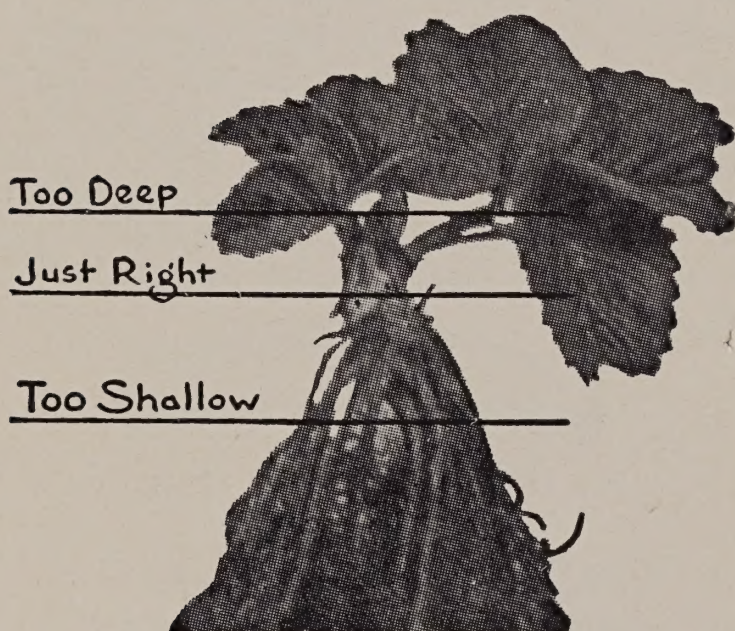
The University of Arkansas produces new plants every year. Commercial growers may produce certified plants for only two seasons. This combination of specifications and conditions assures the buyer of receiving the very finest strawberry plants that can be produced.

Guarantee

We guarantee our plants to be true to name and hold ourselves in readiness at all times to replace, on proper proof, all stock that may prove otherwise. But, it is mutually agreed between purchaser and ourselves that we shall not be liable for any amount greater than the original price.

Pointers for Growing Strawberries

Whether you set one row or several acres, there are certain things that should be done. Select well drained land, free of grass and weeds, if possible, have soil analyzed, and follow recommendations for fertilizer. Prepare beds just high enough for cultivation and drainage. Set plants with roots well covered but with crown above ground.



Cultivate regularly.

Keep clean of weeds and grass. Irrigate as soon as needed, use plenty of water, not just wetting top of ground.

Consult county agent and spray or dust as he recommends.

BLAKEMORE

EXCELLENT SHIPPER

Blakemore is one of the most dependable early varieties. The plants are vigorous and yield big crops. Plants stand up well in dry weather. Fruit is bright red, firm and unexcelled as a long distance shipper. Fruit is easily capped and well suited for commercial processing. For best results plants should not be allowed to mat too thickly in rows during growing season.

CERTIFIED

Per 100 **\$2.50** Postpaid

Per 1000 **\$7.50** F. O. B.

FLORIDA 90

FINEST FOR FLORIDA

More than half of the Strawberry acreage in Florida has been planted in Florida 90 and this percentage is expected to increase. Berries are larger, juicier and the plants are more productive than Missionary. Berries are long and pointed, red clear through. Berries have excellent shipping qualities and have been well received on Northern markets.

CERTIFIED

Per 100 **\$2.50** Postpaid

Per 1000 **\$7.50** F. O. B.

ROBINSON

REALLY BIG BERRIES

Robinson is one of the most vigorous plant makers and often gives good results in poor or sandy soils. Even during drought conditions usually produces good crops. Fruit is large and light red in color. Begins ripening soon after Premier but is considered a midseason variety. Very popular in Northern area, especially Michigan. Robinson is also known as Kardinal King and Scarlet Beauty.

CERTIFIED

Per 100 **\$2.50** Postpaid

Per 1000 **\$7.50** F. O. B.

U N V E R R I C H T & S C O T T

TENNESSEE BEAUTY

BEAUTIFUL BERRIES

Tennessee Beauty is a good late commercial variety for much of the South central and Eastern states. Berries are of good size, uniform, glossy red and firm enough to be rated as a good shipper. Tennessee Beauty rates high as a freezing and preserving berry.

CERTIFIED

Per 100 **\$2.50** Postpaid
Per 1000 **\$8.50** F. O. B.

MISSIONARY

EXCELLENT FREEZER AND SHIPPER

Missionary was the leading berry in Florida for many years. Florida 90 is now sharing the lead with Missionary. Missionary will do well on most soils but is at its best on lighter soils. Berries ripen early, are medium in size, dark red and attractive in appearance. Missionary is a very good shipper and is a good freezer.

CERTIFIED

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SURECROP

NEW AND OUTSTANDING

Released by U. S. D. A. in 1956, this berry is one of the finest for commercial or home use. Many growers believe this to be the best release in recent years. Surecrop is a very promising variety for both commercial and home planting in most of the area from North Carolina to New England and westward to Arkansas and Wisconsin. Fruit is big, very attractive, firm and has good flavor.

CERTIFIED

Per 100 **\$2.50** Postpaid
Per 1000 **\$8.50** F. O. B.

POCAHONTAS

BIG YIELDS — HIGH QUALITY

Pocahontas is a comparatively late introduction and has had an outstanding rise in popularity. Reasons for its great gain in planting are the high yields, attractive berries and shipping qualities.

CERTIFIED

Per 100 **\$2.50** Postpaid

Per 1000 **\$10.00** F. O. B.

STATE INSPECTED

Per 1000 **\$8.50** F. O. B.

EARLIDAWN

**EXTREME EARLINESS — ATTRACTIVE
COLOR**

Earlidawn is another recent introduction by the U. S. D. A. and shows a great deal of promise as a shipping variety. This is considered to be the earliest variety of all by many growers. It is very frost resistant and has yielded crops after some others were badly damaged. The berries have a bright color and are fairly firm.

CERTIFIED

Per 100 **\$2.50** Postpaid

Per 1000 **\$10.00** F. O. B.

DIXIELAND

**VIGOROUS GROWER
FINE FOR FREEZING**

Dixieland is fast becoming a threat to the domination of acreage by Blakemore. It is just as good in all respects and better in some. The berries are consistently larger than Blakemore and just as firm. Berries are light red, glossy and elongated in shape. Dixieland has proven to be a consistent producer of fine crops.

CERTIFIED

Per 100 **\$2.50** Postpaid

Per 1000 **\$8.50** F. O. B.

PREMIER

CALLED FROST PROOF BY MANY

Premier is one of the oldest varieties that is still widely planted. It has come to be called "frost proof" by many growers because the blooms are protected by the leaves. Berries ripen early and have a light bright color which is very attractive. Premier is very hardy and will grow in most types of soil.

CERTIFIED

Per 100	\$2.50	Postpaid
Per 1000	\$8.50	F. O. B.

ALBRITTON

BEST IN CAROLINAS

Albritton is the leading variety in the Carolinas. The berries are large, beautiful and firm enough to ship to Northern markets. The berries ripen medium-early and are of excellent quality.

CERTIFIED

Per 100	\$2.50	Postpaid
Per 1000	\$8.50	F. O. B.

SPARKLE

VIGOROUS — PRODUCTIVE — FLAVOR

Sparkle is a Red Steele resistant variety that is becoming more popular each year. The name is a good description of Sparkle. High yields are the rule with Sparkle. Sparkle rates tops as a freezing berry.

CERTIFIED

Per 100	\$2.50	Postpaid
Per 1000	\$8.50	F. O. B.

DUNLAP

HOWARD 17 OR SENATOR DUNLAP
OLD FAVORITE — RICH FLAVOR

Dunlap is a fine old favorite that has been grown in the middle and Northern states for many years. Dunlap grows well in areas where there are dry summers and very cold winters. The berries are medium in size and a bright rich red clear through. Plants are vigorous growers and are very productive.

STATE INSPECTED

Per 100 **\$2.50** Postpaid

Per 1000 **\$7.50** F. O. B.

ARMORE

LARGE BERRIES — VERY PRODUCTIVE

Armored is at its best in Missouri, from where it originated, but is worthy of more extensive planting throughout the East Central States. Fruit of Armored average larger than most and is firm enough to ship for moderate distances. Color is light red and the quality is good. Yields are high and the berries are good for freezing.

STATE INSPECTED

Per 100 **\$2.50** Postpaid

Per 1000 **\$7.50** F. O. B.

CATSKILL

LARGE CROPS — BIG BERRIES

Catskill is a mid-season variety that is known for its high production and large berries. It is best in the North and East. Plants grow very vigorous and healthy. They produce large crops of berries and are very dependable, as they are late enough to be relatively free of danger from late frosts.

STATE INSPECTED

Per 100 **\$2.50** Postpaid

Per 1000 **\$8.50** F. O. B.

Everbearing Varieties



STREAMLINER

**SOLID RED BERRIES — DELICIOUS
FLAVOR**

Streamliner produces large solid-red berries that have a delicious flavor. The berries are excellent for eating fresh, for canning or for freezing.

CERTIFIED

Per 100 **\$3.00** Postpaid

OZARK BEAUTY

NEW EVERBEARER — WONDERFUL

Ozark Beauty is a cross between 20th Century and Red Rich varieties, and proving to be better than either of its parents. The plants are very vigorous growers and will make a full bed of plants. Ozark Beauty is very productive and has nice sized berries of excellent flavor which are good for canning or freezing.

STATE INSPECTED

Per 100 **\$3.00** Postpaid

Plants are machine dug, fully dormant, well-rooted, tied in bundles of 26, and placed in cold storage. This is further assurance of receiving the finest plants available anywhere.

U N V E R R I C H T & S C O T T

SPECIAL STRAWBERRY COLLECTIONS

ANY SELECTION DELIVERED TO YOU
POST PAID

Collection No. 1

\$3.00

50 Catskill
50 Pocahontas
50 Premier

Collection No. 2

\$3.00

50 Robinson
50 Premier
50 Armore

Collection No. 3

\$3.00

50 Florida 90
50 Missionary
50 Blakemore

Collection No. 4

\$3.00

50 Dixieland
50 Pocahontas
50 Albritton

Collection No. 5

\$3.00

50 Dunlap
50 Premier
50 Tenn. Beauty

Collection No. 6

\$3.00

50 Sparkle
50 Catskill
50 Robinson

Collection No. 7

\$4.00

Everbearing Varieties

75 Streamliner
75 Ozark Beauty

Unverricht & Scott
Augusta, Arkansas

TO:

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Library-Division of Bibliography

Washington D.C.

